

Patent  
245/249 (6046-101D9)**IN THE CLAIMS:**

Please amend claims 17-30, 33-37 and 39-42, and 44-53 as indicated below, cancel claims 31 and 38, without prejudice, and add new claims 54-95.

A clean version of the claims set forth below reflects the amendments. A marked version of the claims set forth at the end indicates the deletions (within brackets) and the additions (by underlining).

**CLEAN VERSION:**

53  
FI  
E1

17. (Amended) A commercial transaction communication system for selectively enabling communications including video between multiple buyers and a plurality of different vendor sites, for accomplishing electronic commerce transactions, wherein at least certain of the vendor sites or the commercial transaction communication system or both are associated with (1) a data site for storing data for one or more vendors and (2) an audio response unit or (3) an operator interface or (4) both, the communications between the multiple buyers and the vendor sites enabled through lines of a public communication system, comprising:

processor capability for selectively controlling communications between certain multiple buyers and certain vendor sites, the processor selectively processing communications based on an area of interest indicated by certain multiple buyers (a) via remote terminals with a video display via an on-line computer service, or (b) via remote telephonic terminals responding to automated voice prompts from the audio response unit, or (c) via an operator interface, the processor capability utilizing the area of interest to determine responsive data relating to the area of interest from the data site and providing the responsive data to the certain multiple buyers via the remote terminals with a video display, the remote telephonic terminals or the operator terminal;

Patent  
245/249 (6046-101D9)

51  
a dynamic video storage system associated with the data site of at least certain vendor sites for storing video data including dynamic video data or high resolution still video images, wherein select video data is determined for the certain multiple buyers under control of the processor, the select video data responsive to the area of interest indicated by the multiple buyers via the remote terminals with a video display; and

an interconnect system adapted to electronically couple the terminals with video display, via lines of the public communication system, with certain vendor data sites and to provide certain of the multiple buyers with text data from the data site and the select video data responsive to the area of interest.

18. (Amended) The commercial transaction communication system for selectively enabling video communications between multiple buyers and vendor sites of claim 17, wherein each terminal with video display for use by the multiple buyers has a video codec.

19. (Amended) The commercial transaction communication system for selectively enabling video communications between multiple buyers and vendor sites of claim 17, wherein the form of communication is analog.

20. (Amended) The commercial transaction communication system for selectively enabling video communications between multiple buyers and vendor sites of claim 17, wherein the form of communication is digital.

Patent  
245/249 (6046-101D9)

21. (Amended) The commercial transaction communication system for selectively enabling video communications between multiple buyers and vendor sites of claim 20, wherein the digital communication includes digital video.

22. (Amended) The commercial transaction communication system for selectively enabling video communications between multiple buyers and vendor sites of claim 17 wherein the on-line service is incorporated within the commercial transaction communication system.

23. (Amended) The commercial transaction communication system for selectively enabling video communications between multiple buyers and vendor sites of claim 17 further including a memory for storing data on said buyers including buyer identification data and commercial transaction data relating to at least certain buyers.

24. (Amended) The commercial transaction communication system for selectively enabling video communications between multiple buyers and vendor sites of claim 17, wherein the processor selectively provides only dynamic video.

25. (Twice Amended) The commercial transaction system of claim 17 further including an audio system for provision of audio from the vendor sites to certain multiple buyers in combination with a high resolution still image.

26. (Amended) The commercial transaction communication system of claim 25 wherein the audio system provides voice from the vendor sites.

Patent  
245/249 (6046-101D9)

27. (Amended) The commercial transaction communication system of claim 26 wherein the audio system provides real-time voice communication from the vendor sites.

28. (Amended) The commercial transaction communication system of claim 17 wherein the dynamic video storage is compatible with a camera input associated with certain vendor sites.

29. (Amended) The commercial transaction communication system of claim 28 wherein the camera is adapted to image a person at certain vendor sites.

30. (Amended) The commercial transaction communication system of claim 17 wherein the dynamic video storage stores both dynamic video and high resolution images at the vendor sites or at another location remote from the vendor sites.

33. (Amended) The commercial transaction communication system of claim 17 wherein the select video data provided to the terminal with video display includes freeze frame data.

34. (Amended) The commercial transaction communication system of claim 17 wherein the select video data displayed at the terminal with video display includes high-resolution still video.

Patent  
245/249 (6046-101D9)

35. (Amended) The commercial transaction communication system of claim 17 wherein the select video data displayed at the terminal with video display includes real-time video.

36. (Amended) The commercial transaction communication system of claim 35 wherein the video communications between multiple buyers and the vendor sites may include two-way video.

37. (Amended) The commercial transaction communication system of claim 36 wherein the real-time video includes live person-to-person video communication.

39. (Twice Amended) The commercial transaction communication system of claim 17 wherein the text data includes commercial transaction data.


40. (Amended) The commercial transaction communication system of claim 39 wherein the commercial transaction data includes product identification data.

41. (Amended) The commercial transaction communication system of claim 39 wherein the commercial transaction data includes order data.

42. (Amended) The commercial transaction communication system of claim 39 wherein the commercial transaction data includes purchase order data.


Patent  
245/249 (6046-101D9)

44. (Amended) The commercial transaction communication control system of claim 17 wherein identification data for at least certain multiple buyers is obtained from said on-line computer service.

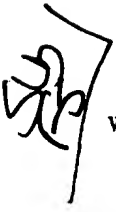
 45. (Amended) The commercial transaction system of claim 17 wherein said commercial transaction data includes electronic data interchange (EDI) data at both the buyer location and the vendor sites.

46. (Amended) The commercial transaction system of claim 45 wherein the electronic data interchange (EDI) data includes electronic commercial transaction forms.

47. (Amended) The commercial transaction communication system of claim 17 wherein the multiple buyers are members of a group.

 48. (Amended) The commercial transaction communication system of claim 17 wherein the multiple buyers provide identification data on-line for registrations purposes.

49. (Amended) The commercial transaction communication system of claim 48, wherein the identification data has a check digit as part of the identification data.

 50. (Amended) The commercial transaction communication system of claim 17 wherein vendor sites may be identified with select classifications.

Patent  
245/249 (6046-101D9)

51. (Amended) The commercial transaction communication control system of claim 17, wherein the select video data includes high-resolution images with text data.

52. (Amended) The commercial transaction communication control system of claim 51, wherein the select video data includes both still images and dynamic images.

4  
53. (Amended) The commercial transaction system of claim 17, wherein the processor further includes an inventory control system to track vendor sites and vendor products or services.

Please add the following new claims 54-95, as indicated below:

54. (New) The commercial transaction system of claim 53, wherein the vendor sites indicate to the multiple buyers when a particular product or service relating to the area of interest is unavailable.

55. (New) The commercial transaction system of claim 17, wherein the select data is displayed at the terminals with a video display for use by certain multiple buyers, wherein the multiple buyers can manipulate the select video data at their terminals.

56. (New) The commercial transaction system of claim 17, wherein certain multiple buyers provide identification data to the vendor sites under control of the processor, wherein at least a part of the identification data is an electronic mail address for each of the multiple buyers.

Patent  
245/249 (6046-101D9)

57. (New) The commercial transaction system of claim 56, wherein the vendor sites route electronic mail to the electronic mail address for each of certain multiple buyers, the electronic mail including the select video data as a part of the electronic mail, the select video data being either high resolution or dynamic.

58. (New) The commercial transaction system of claim 57, wherein the select video data is only dynamic video.

59. (New) The commercial transaction system of claim 57, wherein the select video data is only high-resolution video.

60. (New) The commercial transaction system of claim 17, wherein certain vendor sites under control of the commercial transaction system isolate a subset of the multiple buyers and route electronic mail to each of the subset of the multiple buyers.

61. (New) The commercial transaction system of claim 60, wherein certain vendor sites isolate the subset based on the area of interest indicated by the multiple buyers.

62. (New) The commercial transaction system of claim 17, wherein certain multiple buyers receive electronic mail from the vendor sites, wherein the electronic mail includes data relating to the consummation of a transaction relating to the area of interest and includes an identification number identifying the consummated transaction.



Patent  
245/249 (6046-101D9)

63. (New) The commercial transaction system of claim 17, wherein the area of interest indicated by certain multiple buyers includes an indication of the maximum price that certain multiple buyers are willing to pay for a product or service.

64. (New) The commercial transaction system of claim 17, wherein an area of interest is forwarded from one vendor site to a different vendor site under control of processor or the commercial transaction system or both.

65. (New) A method for selectively enabling communications relating to commercial transactions, including video, between multiple buyers and a plurality of different vendor sites, at least certain of which include a data site for storing data relating to a vendor and an audio response unit or a live operator interface or both for accomplishing electronic commerce transactions, the communications between the multiple buyers and the vendor sites enabled through lines of a public communication system, comprising the steps of:

providing terminals with a video display for use by certain of the multiple buyers, wherein each of the multiple buyers are routed to any one of the plurality of vendor sites under control of the commercial transaction communication system and via an on-line computer service, the multiple buyers indicating an area of interest via the terminals;

providing telephonic terminals via which certain of the multiple buyers can access any particular one of the vendor sites, by dialing a toll free number, wherein the multiple buyers are coupled to either the audio response unit or the live operator interface or both, the audio response unit providing automated prompts to certain multiple buyers and the multiple buyers using the telephonic terminals to indicate an area of interest and

Patent  
245/249 (6046-101D9)

soliciting data on the area of interest via the audio response unit or the live operator interface or both;

selectively controlling communications between the multiple buyers and the vendor sites, whether initiated via the terminals with a video display or via the telephonic terminals;

storing video data including dynamic video data or still video images at a video storage associated with the data site of at least certain vendor sites, and determining select video data for the multiple buyers, the select video data responsive to the area of interest indicated by the multiple buyers; and

electronically coupling the terminals with video display, via lines of the public communication system, with certain vendor data sites and providing certain of the multiple buyers with text data from the data site and the select video data responsive to the area of interest.

66. (New) The method for selectively enabling video communications between buyers and vendor sites of claim 65, wherein the communications occur in analog format.

67. (New) The method for selectively enabling video communications between buyers and vendor sites of claim 65, wherein the communications occur in digital format.

68. (New) The method for selectively enabling video communications between multiple buyers and vendor sites of claim 67, wherein the digital communication includes transmission of digital video.

Patent  
245/249 (6046-101D9)

69. (New) The method for selectively enabling video communications between multiple buyers and vendor sites of claim 65, further comprising the step of:

storing data on said buyers including buyer identification data and commercial transaction data relating to at least certain buyers.

70. (New) The method for selectively enabling video communications between multiple buyers and vendor sites of claim 65, wherein the communications involves transmission of only dynamic video.

71. (New) The method of claim 65, further comprising the step of: providing audio from the vendor sites to certain multiple buyers in combination with a high resolution still image.

72. (New) The method of claim 71 wherein the audio includes provision of voice from the vendor sites.

73. (New) The method of claim 72 wherein the provision of audio further comprises the step of providing real-time voice communication from the vendor sites.

74. (New) The method of claim 65 wherein the select video data provided to the terminal with video display includes transmission of freeze frame data.

Patent  
245/249 (6046-101D9)

75. (New) The method of claim 65 wherein the select video data displayed at the terminal with video display includes transmission of high-resolution video.

76. (New) The method of claim 65 wherein the select video data displayed at the terminal with video display includes transmission of real-time video.

77. (New) The method of claim 65 wherein the video communications between multiple buyers and the vendor sites include two-way video.

78. (New) The method of claim 76, wherein the real-time video includes live person-to-person video communication.

79. (New) The method of claim 65 wherein the text data includes commercial transaction data.

80. (New) The method of claim 65, wherein the commercial transaction data includes product identification data.

81. (New) The method of claim 65 wherein identification data for at least certain multiple buyers is obtained from said on-line computer service.

Patent  
245/249 (6046-101D9)

54  
F12

82. (New) The method of claim 65 wherein the commercial transaction data includes electronic data interchange (EDI) data provided at and transmitted from both the buyer location and the vendor sites.

83. (New) The method of claim 65, further comprising the step of:  
transmitting identification data for the multiple buyers on-line for registrations purposes.

84. (New) The method of claim 65, further comprising the step of:  
identifying the vendor sites with select classifications.

85. (New) The method of claim 65, wherein the transmission of select video data includes transmission both still images and dynamic images.

86. (New) The method of claim 65, further comprising the step of:  
facilitating manipulation by the multiple buyers of the select data that is displayed at the terminals with a video display.

54  
F13

87. (New) The method of claim 65, further comprising the step of:  
providing electronic mail address for each of the multiple buyers as part of the identification data provided to the vendor sites under control of the processor.

88. (New) The method of claim 87, further comprising the step of:

Patent  
245/249 (6046-101D9)

routing electronic mail to the electronic mail address for each of certain multiple buyers from certain vendor sites, the electronic mail including the select video data as a part of the electronic mail, the select video data being either high resolution or dynamic.

89. (New) The method of claim 88, wherein the select video data transmitted is only dynamic video.

90. (New) The method of claim 88, wherein the select video data transmitted is only high-resolution video.

91. (New) The method of claim 65, further comprising the step of:  
isolating a subset of the multiple buyers and routing electronic mail to each of the subset of the multiple buyers.

92. (New) The method of claim 91, further comprising the step of:  
utilizing the area of interest indicated by the multiple buyers to isolate the subset of buyers.

93. (New) The method of claim 65, further comprising the step of:  
transmitting electronic mail including data relating to the consummation of a transaction on the area of interest and including an identification number identifying the consummated transaction.

Patent  
245/249 (6046-101D9)

ES  
94. (New) The method of claim 65, further comprising the step of:  
providing an indication of the maximum price that certain multiple buyers are willing to  
pay for a product or service.

ES  
95. (New) The method of claim 65, further comprising the step of:  
forwarding an area of interest from one vendor site to a different vendor site under  
control of the processor or the commercial transaction system or both.

---